IN THE CLAIMS:

Claim 1 (currently amended): A method for servicing an electronic certificate for goods of a big-name brand or genuine quality, the method comprising the steps of:

establishing both an identification code for the goods as well as a secret code for creating the electronic certificate, prior to one of a first purchase and a first distribution;

recording the identification code along with the secret code for creating an electronic certificate (1) by using one of an audio tag, a visual tag and an RFID tag for the goods prior to one of a first distribution and a first purchase, the secret code being configured to be first known at the first distribution or the first purchase;

requesting creation and transmission of an electronic certificate (1) for the goods by inputting the established and recorded identification code and secret code into an electronic-certificate creation server (10) by means of the audio tag, the visual tag or the RFID tag at the time of the first distribution or the first purchase, said electronic certificate (1) comprising a character image which can be selected from among several shapes, and a management program as well as the identification code and secret code, and being constructed so that only one electronic certificate can be created per goods;

firstly creating the electronic certificate (1) for the goods at the electronic-certificate creation server (10) after confirming the identification code, when the request for genuine quality certification is received;

transmitting the firstly created electronic certificate (1) to a client (50) of the first distributor or first purchaser through a wire/wireless network (40); and

displaying the character image of the transmitted electronic certificate (1) on a display apparatus of the client (50) so that possession of the big-name brand or genuine

quality can be shown, and authenticating the big-name brand or genuine quality can be achieved even without the step of authenticating the actual goods themselves, but by merely authenticating the electronic certificate;

wherein a list entry is stored in a database (30) [[and]] of an authentication/management server (20) for the electronic certificate (1) and the goods at the time of creation and transmission of the electronic certificate (1) by the electronic-certificate creation server (10) is constructed by the electronic-certificate creation server (10) at the time of creation and transmission of the electronic certificate (1) ;

the method further comprising the steps of:

transmitting results of the certification or authentication as for the electronic certificate (1) and/or information on the goods of the big-name brand or genuine quality when certification or authentication is requested from the client (50) through the authentication/management server (20);

moving the electronic certificated to the client of a transferee together with transfer of the goods; and

canceling the electronic certificate from the client of a transferor, so as to achieve a change in ownership of the goods of the big-name brand or genuine quality.

Claim 2-5 (canceled).